Geting to the other 97 million while maintaining an Edge

An Internet Strategy (Drive the Net)

Brewster Kahle

Nov 1 1995

DRAFT presentation

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Stategic Internet Positioning for AOL

◇ **Pursue GNN service independently form brand to achieve Internet learning curve and revenue base**

◇ **Target and influence key platform standards by using GNN position. Eg.**
  - ◇ **Content packaging tools**
  - ◇ **Billing services**
  - ◇ **Community building tools**
  - ◇ **…**

Technical Alternatives

◇ Implement standards as they appear.
  ◇ eg. Web, WAIS, Gopher, Email, Java
◇ Partner with a Driver of the Net. Eg:
  ◇ Netscape
  ◇ Microsoft Blackbird/MSN/Billing
  ◇ Sun/JAVA
◇ Drive the Net
  ◇ Greenhouse software companies
  ◇ Active role in infrastructure

Driving the Net Example

◇ Pick a platform, say JAVA

◇ Build a client on that platform

◇ Seed startups with future needs and guarantee a market. Keep significant equity.

◇ Maintain Look-and-feel control, Q&A, Integration Marketing, Customer relationship.

4

Content Packaging Tools to "Program" other's materials

◇ Develop software to be distributed

◇ Cross server aggregation (Z39.50, GILS)

◇ Meta-data tagging of content standardized and automatic

◇ Enhance service for "programming"

◇ User profiling for personalization

◇ Personal interfaces WebCrawler

◇ Business model for content owners

Billing Services to enable distributed transactions

◇ Partner? MSN, Veriphone, . . .

◇ Create technical system using our VISA relationship (Redgate) and test on AOL users and Internet.

◇ Requires significant design, partnering and building.

6

Community Building Tools

◇ Develop and seed Internet with server software (current/future):

◇ Chat (IRC/Ubique 3D?)

◇ Email (listserve majordomo/archive, search)

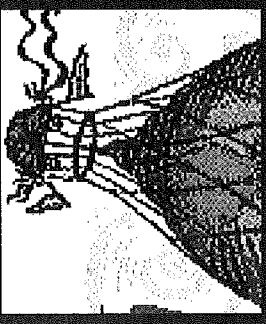◇ BBoard (usenet/ conferencing)

◇ Develop Ubique as Internet Standard

Proposed Milestones for Internet Direction

◇ Oct 1 1995: Next level Plan

◇ Oct 7 1995: Plan Approved or Modified

◇ Oct 10 1995: GNN Initial Service Launched

◇ Jan 1996: Core team built with partnerships throughout AOL

◇ ...

Requirements to Realize this Plan

◇ Decide if we Drive, Partner, or Follow
◇ Decide organizational structure. eg.
◇ Does this encompass GNN 3.0 development?
  ◇ Who drives it? Where does it fit in AOL?
◇ Develop financial plan and milestones

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